



"It's all about learning!"

# NEW ENGLAND LEAGUE OF MIDDLE SCHOOLS ADVERTISING OPPORTUNITIES

Contact: Steve Nicholas [snicholas@nelms.org](mailto:snicholas@nelms.org)

## Mid Lines Newspaper (circulation 30,000 plus)

MidLines newspaper is a two-color (blue & red), four-column tabloid circulated four times annually to each of NELMS 30,000 plus members. Mid Lines focuses on current topics with a teacher-to-teacher emphasis.

Advertisements should be submitted in electronic form as an Adobe PDF file. Acceptable media are 100mb zip disk, CD/DVD or via e-mail. If the ad is 2-color, separations should be done using the colors "red" and "blue." Forward all artwork to the attention of Steve Nicholas.

Ad Size		
Full page	10"w x 15"h	\$1,000
Half page	10"w x 7.5"h	\$600
Quarter page	5"w x 7.5"h	\$400
Per column inch: 2.5"w	Single issue	\$40
<i>Advertise in all 3 issues, take 20% off.</i>		

Deadlines	
September issue.....	July 1
January issue.....	December 1
May issue.....	April 1

## NELMS Annual Conference Program Book (circulation 2,000 plus)

This 100-page plus book is distributed to over 2,000 Annual Conference attendees. If you are exhibiting, advertise your booth number to attendees through the Program Book. The book is often retained as a general reference for an extended period after the event. Advertisements must be black and white only, no bleeds. Forward all artwork to the attention of Steve Nicholas.

Ad Size		Exhibitor	Non-Exhibitor
Full page	7.5"w x 10"h	\$400	\$450
Half page			
Vertical	3.75"w x 10"h	\$250	\$300
Horizontal	7.75"w x 4.75"h		
Quarter page	3.75"w x 4.75"h	\$150	\$175

Deadline
December 1 <i>(published/distributed in March)</i>

## Web Site Banner Ads

NELMS has a newly redesigned Web site. Many members use it for the latest in NELMS information and professional materials. The NELMS Journal, Annual Conference sessions, Focus Conference sessions, and book store all bring traffic to the site. Site currently receives approximately 2,000 unique visitors a month and over 10,000 page views. Add your organization (graphic and/or brief product description with web-link) to the list!

Ad Type	Pixel size	Cost/yr
Full Horizontal	468 x 60	\$500
Half banner	234 x 60	\$250
Button	120 x 60	\$150
Micro button	88 x 31	\$100
Vertical banner	120 x 240	\$250

## E-mail Link Ads (circulation 12,000 plus)

At least monthly, NELMS sends information and professional materials to our members via e-mail. This is a very targeted list of over 12,000 middle level professionals. The number of advertisers per email is limited, giving you maximum exposure. Add your organization (direct web link with brief product/service description) to our next email for only \$100.

**Vendor Online Exhibit Hall** – A place to link your business to our members – price TBD



New England League  
of Middle Schools  
**N E L M S**  
460 Boston Street, Suite 4 – Topsfield, MA 01983-1223  
Tel. 978-887-6263 Fax: 978-887-6504  
E-mail: [nelms@nelms.org](mailto:nelms@nelms.org) Web: [www.nelms.org](http://www.nelms.org)



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## Terms & Conditions

- 1. Payment terms:** Full payment is due prior to ad insertion. Agreements for extended and/or multiple runs (at a discounted rate) are available. Please contact Steve Nicholas for further information.
- 2. Edit or Reject Copy:** NELMS reserves the right to edit or reject any advertisement for any reason at any time prior to publication. Only printing of an ad signals acceptance. NELMS also reserves the right to print "Paid Advertisement" on any ad without prior consent of the advertiser.
- 3. Billing Adjustments:** NELMS strives hard to produce accurate copy and creative placement. It is the responsibility of the advertiser to proof and prepare their ad prior to submitting it to NELMS for publication. If NELMS is found responsible for technical inaccuracies in the placement of an ad NELMS will compensate the advertiser with a future placement of the corrected ad at no cost to the advertiser. NELMS will not offer a refund for any reason.
- 4. Rates:** NELMS reserves the right to change its advertising rates and policies set forth herein at any time with 30 days notice to advertisers. In this event, an advertiser may amend and/or cancel their placement or space reservation order on the date the rate change or policy change takes effect.
- 5. Cancellations:** Once ad space is reserved and payment is received there will be no refunds offered for any reason. Deadlines are strictly adhered to and it is the responsibility of the advertiser to submit their ads in a timely manner.

## Advertising Policies

- NELMS reserves the right to reject or edit any advertisement for any reason, at any time prior to publication. We also reserve the right to print "Paid Advertisement" on any ad which closely resembles editorial material.
- No page position can be guaranteed or sold, but requests for position will be honored whenever possible.
- In the event an ad runs containing an error that is clearly the fault of NELMS and detracts from the intended message, NELMS will compensate the advertiser with a future placement of the corrected ad at no additional cost to the advertiser.
- NELMS will be under no liability for late delivery due to any natural occurrence or printer error.
- NELMS will not knowingly accept any advertisement that violates any federal, state or local laws or encourages discrimination against any individual group on the basis of race, sex, sexual orientation, color, creed, religion, national origin or disability.



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## ADVERTISING INSERTION ORDER

Please print the following information:

Company Name

Address

City / State / Zip

Area Code Telephone

Area Code Fax Number

E-mail Address

Contact name of the person authorized to place ads for named company Title

### I/WE WISH TO PLACE THE FOLLOWING INSERTION ORDER:

Check all that apply:  MidLines Newspaper  Annual Conference Program Book  Web Site Banner Ad  E-mail Link Ad  
*(text only)*

Issue/Date of Campaign: \_\_\_\_\_

Description of Ad: \_\_\_\_\_

Ad Copy/Company URL *(if text only)*: \_\_\_\_\_

**Please note: Our preferred format for graphic files is Adobe PDF.**

File(s) will be delivered via:  CD/DVD  Zip Disk  Email

Notes: \_\_\_\_\_

Please send this form with artwork and payment *(checks only)* to:  
NELMS, attn: Stephen Nicholas, 460 Boston Street, Suite 4, Topsfield, MA 01983.  
Questions? Contact Steve at (978) 887-6263 or via e-mail: [snicholas@nelms.org](mailto:snicholas@nelms.org)



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